

Aspiring Software Engineer equal parts analytical and creative thinker with a passion for disruptive technologies, currently learning web development using JavaScript and related technologies. Love to explore new ideas, collaborate and work along with open-minded opinionated people to achieve defined set of goals. Previously worked as a Network Engineer & Digital Marketer, and now looking for a career transition into the Software Development domain.

PROJECTS

Shopping Cart Application

A React and Firebase web application that lets users add products to the cart, track past & current orders of respective users along with user authentication.

- Implemented CRUD functionalities wherein users can add, update and remove items from the cart
- Application state management was done using the React Context and Reducers API
- User authentication was done using Firebase and, Firestore was used to track orders of respective users
- Hyperlinks – [Project Source](#) and [Live Demo](#)

To-do List Application

A Vanilla JavaScript web application to maintain your daily and weekly tasks, along with a projects section to track, maintain to-do's of respective project.

- CRUD application wherein users can add, update and remove tasks from the task list
- PubSub design pattern has been used when users add tasks to the task list
- Local Storage is used to persist data on page reload and the setup of the project has been done using Webpack
- Hyperlinks – [Project Source](#) and [Live Demo](#)

Weather Application

A Vanilla JavaScript web application that shows daily and hourly weather forecast. Users can search by city name to know the weather of a specific city.

- OpenWeather API was used to get respective weather information for the application
- Learnt and used asynchronous JavaScript to fetch data from web servers using API to showcase respective information on the UI
- Hyperlinks – [Project Source](#) and [Live Demo](#)

TECHNOLOGIES AND TOOLS

Web Development: JavaScript, React JS, HTML, CSS, Firebase (BaaS), Redux

Technical Skills: Git, Webpack, Terminal, MS-Office

EDUCATIONAL QUALIFICATION

<u>Qualification</u>	<u>Institute</u>	<u>Year</u>
B.E (CS)	Rizvi College of Engineering, Mumbai	2016
H.S.C (Science)	Guru Nanak Khalsa College, Mumbai	2012
S.S.C	St. Lawrence High School, Mumbai	2010

PROFESSIONAL EXPERIENCE

Performance Marketing, Performics (Publicis Groupe), Mumbai

April'19 – Nov'21

Performics is a performance marketing digital agency under Publicis Groupe that provides branding, marketing and digital services for its customers.

Associate

Aug'20 – Nov'21

- Created yearly marketing media (budgeting) plans which varied across different advertising platforms, thereby implementing a 360° marketing strategy
- Extensively trained new members of the team on understanding marketing campaign structure, execution and reporting of the client

Analyst

April'19 – July'20

- Effectively planned, managed and executed paid google search, display and facebook marketing campaigns along with market research & competitor analysis
- Created extensive reports, presentation for the client on a monthly and quarterly basis by leveraging reporting tools like adobe and google analytics

Client Servicing Executive, PostBox Communications, Mumbai

July'18 – March'19

PostBox Communications is a creative digital agency that provides branding, marketing and digital services for its customers.

- Established and cultivated relationship with the company's clients. Providing on-site support and telephone support to clients
- Implemented social media strategies and maintained a strong social media presence for the clients
- Proactively introduced new products to the clients thereby ensuring up-selling activities. Resolved client queries and founded solutions to client issues such as billing and new project requirements
- Managed the account internal processes and deliverables from start to end of the projects assigned, thereby negotiating and closing contracts and delivering customer values

Marketing Executive (Internship), Kowrk.com, Mumbai

May'18 – Jun'18

Kowrk is a platform that enables this future of work by connecting users with coworking spaces, business centre and other providers of shared offices.

- Implemented social media strategies and maintained strong social media and brand presence across Twitter, Facebook, LinkedIn and Instagram
- Executed off-page SEO strategies and created backlinks to assure better indexing by search engines
- Provided strategic support and guidance for email marketing campaigns thereby generating leads
- Inventory Management for both frontend and backend of the website

L1 Network Engineer, Acesoft Labs, Mumbai

Feb'17 – Apr'18

Acesoft Labs is a fast growing, mid-sized, staffing and IT services company providing IT solutions and customer staffing.

- Deployment, Implementation and Maintenance of IP/MPLS network on Reliance 4G LTE project
- Developed skills in installation, commissioning, operation and maintenance of various equipment thereby minimizing downtime and enhancing operational effectiveness of equipment
- Coordinating with circle/field team for critical faults and following up pending cases

Intern, Reliance Jio Infocomm limited, Mumbai

Sept'16 – Jan'17

Reliance Jio Infocomm limited is an LTE mobile network operator in India with coverage across all 22 telecom circles

- Working with network build team for creating IP/MPLS network to be used for LTE, FTTX and Wifi services

Operating Acceptance test processing-1B and hand over to operations team on RAD L2 switches □ Fault and Alarm analysis for access points and aggregation switches